



# Analgesics in Portugal

September 2023

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## Analgesics in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales decline in 2023 as market stabilises after the boom seen in 2021 and 2022

Analgesics witnessing a polarisation of market demand as economic pressures push more consumers towards generics

Fast acting results a major sales driver

#### PROSPECTS AND OPPORTUNITIES

Sports related injuries expected to be a key area of focus for analgesics

Combination products - analgesics under the spotlight for new product development

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### DISCLAIMER

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